

Board Workshop of the
Downtown Development Authority of Fort Lauderdale
Friday, October 23, 2015 @ 8:30 a.m.
DDA Office, 305 South Andrews Avenue, Suite 301, Ft. Lauderdale, FL

BOARD PRESENT: Michael Weymouth, Chair
Dennis F. O'Shea, Vice-Chair
Tim Petrillo, Secretary
Jim Ellis, Treasurer
John Ropes, Board Member
William H. Bodenhamer, Jr., Board Member

NOT PRESENT: Gregory Durden, Board Member

OTHERS PRESENT:
John Milledge, Legal Counsel
Chris Wren, Executive Director
Marti Brown, Administrative Coordinator
Chadwick Blue, Urban Planner
Jim Carras

The workshop began at 8:31 a.m. Chairman Weymouth said they wanted to talk about visiting cities or having cities come to Fort Lauderdale. Mr. Ellis asked about the mission statement and whether it represented how the DDA wants to present themselves to the Commission, County, Alliance, State and others. He mentioned a recent meeting Mr. Wren scheduled with other entities to have a conversation about traffic. Mr. Ellis discussed his take on the meeting and Mr. Wren discussed the same including downtown signalization. They both felt the meeting was positive.

The Board discussed the benefits of the DDA's role as collaborator with other agencies. Mr. Wren said they've held one on one's where a lot of valuable information came out of those and he wanted them to get together today and talk about visiting cities of having them come here. Mr. Petrillo said that opening up to residential could be positive as a voice of the voters when going through Commission. Mr. Milledge reminded the Board that it's heading that way through a special act and to take it step by step and see how incorporating residential goes. Mr. O'Shea said the Board should continue to take on items such as units because it creates a long term impact.

Mr. Carras said the 9 cities on the City's Economic Benchmarking document do not compare downtowns. He said in suggesting Cities he looked for dynamic downtown economic growth population growth, new residential development, real estate development in the pipeline, downtown transportation system and a comparable entity such as a DDA, PPP. Mr. Carras suggested Austin, Miami and Nashville who were on the list and he added Denver.

The Board discussed the impact of the new 11 p.m. noise ordinance that passed. Mr. Bodenhamer said he'd like to add Charlotte as well and the importance of having a commissioner go on the city visit. Mr. Bodenhamer suggested the cities come here for a weekend where it's funded for them. Mr. O'Shea suggested they involve residential groups and Romney Rogers since he's the downtown Commissioner.

The Board talked about having a Governance meeting which they haven't had in a while to talk about staff evaluations, etc. Mr. Petrillo said he that that also had to do with a succession plan for Mr. Wren. Mr. Wren said he's been interviewing for a staff person and that the Strategic Plan will outline who the DDA is and resources. Mr. Wren said he has a meeting with Mr. Feldman today to talk about some things and the Board asked him to ask about the intention of One Stop Shop. Mr. Wren discussed leasing the Park to the City so the DDA would have no maintenance obligations and get a cash flow from it for five years. Mr. Petrillo said because of established relationships, that Nashville maybe easier. **The Board decided they wanted Charlotte, Nashville and Austin to do a presentation here and invite the Mayor and Commission and then they can schedule a trip. They want the meetings separately. The Board also requested a joint meeting with the Alliance and also to see if they can get involved with the trip to Austin the Alliance is doing.**

As there were no other items to discuss, the workshop ended at 9:45 a.m. and the Board decided to continue to meet with just someone taking minutes. The Board continued their discussion of having a representative at the City. They held a discussion on the transition of the Executive Director to a consultant position and a transition plan. They requested that Mr. O'Shea meet with the Executive Director to get input. That discussion ended at 10:00 a.m.